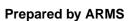




Prepared by ARMS

		Counties: Lee, AL
00,02	2000 Total Population	115,092
	2000 Group Quarters	4,467
	2008 Total Population	133,364
	2013 Total Population	144,907
	2008 - 2013 Annual Rate	1.67%
0.0	2000 Households	45,702
46	2000 Average Household Size	2.42
48 1 f	2008 Households	54,617
	2008 Average Household Size	2.36
	2013 Households	59,929
	2013 Average Household Size	2.34
	2008 - 2013 Annual Rate	1.87%
	2000 Families	27,270
	2000 Average Family Size	3.03
	2008 Families	32,066
	2008 Average Family Size	3.01
	2013 Families	34,686
	2013 Average Family Size	3.02
	2008 - 2013 Annual Rate	1.58%
	2000 Housing Units	50,329
	Owner Occupied Housing Units	56.4%
	Renter Occupied Housing Units	34.4%
	Vacant Housing Units	9.2%
	2008 Housing Units	60,526
	Owner Occupied Housing Units	56.7%
	Renter Occupied Housing Units	33.5%
	Vacant Housing Units	9.8%
	2013 Housing Units	66,617
	Owner Occupied Housing Units	55.9%
	Renter Occupied Housing Units	34.1%
	Vacant Housing Units	10.0%
	Median Household Income	
	2000	\$31,022
	2008	\$36,363
	2013	\$40,663
	Median Home Value	005.540
	2000	\$85,542
	2008	\$131,763
	2013	\$138,271
	Per Capita Income	M47.450
	2000	\$17,158 \$20,108
	2008	\$20,108 \$23,104
	2013 Median Age	\$22,194
	Median Age 2000	27.6
	2008	27.0
	2013	29.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

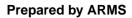




Possibilit fluome Base		
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\$200,000+ \$48,104 2013 Households by Income \$9,292 Household Income Base 59,929 \$15,000 \$23,298 \$15,000 - \$24,999 12,1% \$25,000 - \$34,999 12,0% \$50,000 - \$44,999 12,0% \$50,000 - \$44,999 21,0% \$100,000 - \$149,999 7,6% \$150,000 - \$199,999 1,6% \$2000,000+ 1,4% Average Household Income \$52,636 2000 Owner Occupied HUs by Value 28,376 Total 28,376 <\$50,000 - 99,999		
Average Household Income 2013 Households by Income Household Income Base 59,929 < \$15,000 23,2% \$15,000 - \$24,999 12,1% \$25,000 - \$34,999 10,1% \$35,000 - \$49,999 21,0% \$50,000 - \$74,999 21,0% \$75,000 - \$99,999 11,0% \$100,000 - \$149,999 7,6% \$150,000 - \$199,999 1,6% \$200,000+ 1,4% Average Household Income \$52,636 2000 Owner Occupied HUs by Value Total 28,376 \$50,000 - 99,999 33,0% \$50,000 - 149,999 33,0% \$150,000 - 199,999 9,6% \$200,000 - \$299,999 6,7% \$300,000 - 399,999 6,7% \$500,000 - 999,999 0,5% \$1,000,000+ 0,2% \$500,000 - 999,999 10,5% \$10,000,000+ 0,2% \$500,000 - 999,999 10,5% \$10,000,000+ 0,2% \$200 Specified Renter Occupied HUs by Contract Rent 17,239 With Cash Rent 0,3%<		
### ### ### ### ### ### ### ### ### ##		
Household Income Base 59,929 < 15,000	Average Household Income	\$48,104
< \$15,000		
\$15,000 - \$24,999		
\$25,000 - \$34,999 10.1% \$35,000 - \$49,999 12.0% \$50,000 - \$99,999 21.0% \$75,000 - \$99,999 11.0% \$100,000 - \$149,999 7.6% \$150,000 - \$199,999 1.6% \$200,000+ 1.4% Average Household Income \$52,636 2000 Owner Occupied HUs by Value 28,376 <\$50,000		
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\$75,000 - \$99,999 11.0% \$100,000 - \$149,999 7.6% \$150,000 - \$199,999 1.6% \$200,000+ 1.4% Average Household Income \$52,636 2000 Owner Occupied HUs by Value 28,376 <\$50,000		
\$100,000 - \$149,999		
\$150,000 - \$199,999		
\$200,000+ 1.4% Average Household Income \$52,636 2000 Owner Occupied HUs by Value 28,376 Total 28,376 <\$50,000		
Average Household Income \$52,636 2000 Owner Occupied HUs by Value 28,376 Total 28,376 <\$50,000		
2000 Owner Occupied HUs by Value 28,376 Total 28,376 <\$50,000		
Total 28,376 <\$50,000	Average Household Income	\$52,636
<\$50,000	·	
\$50,000 - 99,999 333.0% \$100,000 - 149,999 19.4% \$150,000 - 199,999 9.6% \$200,000 - \$299,999 6.7% \$300,000 - 499,999 6.7% \$500,000 - 999,999 0.5% \$1,000,000+ 0.2% Average Home Value \$105,295 2000 Specified Renter Occupied HUs by Contract Rent Total 17,239 With Cash Rent 93.9% No Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354		
\$100,000 - 149,99919.4%\$150,000 - 199,9999.6%\$200,000 - \$299,9996.7%\$300,000 - 499,9992.6%\$500,000 - 999,9990.5%\$1,000,000+0.2%Average Home Value\$105,2952000 Specified Renter Occupied HUs by Contract Rent17,239Total17,239With Cash Rent93.9%No Cash Rent6.1%Median Rent\$354		
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\$300,000 - 499,999 2.6% \$500,000 - 999,999 0.5% \$1,000,000+ 0.2% Average Home Value \$105,295 2000 Specified Renter Occupied HUs by Contract Rent Total 17,239 With Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354		
\$500,000 - 999,999 0.5% \$1,000,000+ 0.2% Average Home Value \$105,295 2000 Specified Renter Occupied HUs by Contract Rent 17,239 Total 17,239 With Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354		
\$1,000,000+ 0.2% Average Home Value \$105,295 2000 Specified Renter Occupied HUs by Contract Rent 17,239 With Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354		
Average Home Value \$105,295 2000 Specified Renter Occupied HUs by Contract Rent Total \$17,239 With Cash Rent \$93.9% No Cash Rent \$6.1% Median Rent \$354		
2000 Specified Renter Occupied HUs by Contract Rent Total 17,239 With Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354		
Total 17,239 With Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354	Average Home Value	\$105,295
With Cash Rent 93.9% No Cash Rent 6.1% Median Rent \$354		
No Cash Rent 6.1% Median Rent \$354		
Median Rent \$354		
Average Rent \$394		
	Average Rent	\$394

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



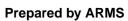




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	Counties, Lee, AL
2000 Population by Age	
Total 0 - 4	115,092
0 - 4	6.3%
5 - 9	6.7%
10 - 14	6.6%
15 - 19	10.2%
20 - 24	16.3%
25 - 34	14.5%
35 - 44	13.6%
45 - 54	11.0%
55 - 64	6.8%
65 - 74	4.6%
75 - 84	2.6%
85+	0.9%
18+	76.7%
2008 Population by Age	
Total	133,364
0 - 4	6.3%
5 - 9	5.9%
10 - 14	5.9%
15 - 19	
	9.8%
20 - 24	16.7%
25 - 34	13.8%
35 - 44	12.5%
45 - 54	12.0%
55 - 64	8.7%
65 - 74	4.8%
75 - 84	2.6%
85+	1.0%
18+	78.5%
2013 Population by Age	
Total	144,907
0 - 4	6.3%
5 - 9	5.8%
10 - 14	5.7%
15 - 19	9.3%
20 - 24	16.8%
25 - 34	13.3%
35 - 44	11.9%
45 - 54	12.2%
55 - 64	9.7%
65 - 74	5.2%
75 - 84	2.6%
85 +	1.1%
18+	78.8%
2000 Population by Sex	40.007
Males	49.2%
Females	50.8%
2008 Population by Sex	
Males	49.3%
Females	50.7%
2013 Population by Sex	00.170
	40.00/
Males	49.3%
Females	50.7%







Counties: Lee, AL 2000 Population by Race/Ethnicity Total 115,092 White Alone 74.1% Black Alone 22.7% American Indian Alone 0.2% Asian or Pacific Islander Alone 1.7% Some Other Race Alone 0.5% Two or More Races 0.9% Hispanic Origin 1.4% **Diversity Index** 41.7 2008 Population by Race/Ethnicity 133,364 Total White Alone 71.8% Black Alone 23.8% American Indian Alone 0.3% Asian or Pacific Islander Alone 2.3% Some Other Race Alone 0.7% Two or More Races 1.1% Hispanic Origin 2.2% **Diversity Index** 45.2 2013 Population by Race/Ethnicity 144.907 Total White Alone 70.3% Black Alone 24.4% American Indian Alone 0.3% Asian or Pacific Islander Alone 2.8% Some Other Race Alone 0.9% Two or More Races 1.3% Hispanic Origin 2.8% **Diversity Index** 47.5 2000 Population 3+ by School Enrollment Total 110,965 Enrolled in Nursery/Preschool 1.7% Enrolled in Kindergarten 1.4% Enrolled in Grade 1-8 11.2% Enrolled in Grade 9-12 5.0% **Enrolled in College** 19.6% Enrolled in Grad/Prof School 2.4% Not Enrolled in School 58.7% 2008 Population 25+ by Educational Attainment Total 73,947 Less than 9th Grade 4.5% 9th - 12th Grade, No Diploma 10.4% High School Graduate 27.3% Some College, No Degree 19.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

Associate Degree

Bachelor's Degree

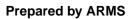
Graduate/Professional Degree

8.1%

16.2%

14.2%







(<u>Ö</u>)	2008 Population 15+ by Marital Status	
) (Total	109,316
	Never Married	39.9%
	Married	46.9%
	Widowed	4.6%
	Divorced	8.6%
	- 0000 B - 1-15 40 1 - E15 40-4	
	2000 Population 16+ by Employment Status Total	91,203
	In Labor Force	62.0%
	Civilian Employed	58.1%
	Civilian Unemployed	3.6%
	In Armed Forces	0.4%
	Not in Labor Force	38.0%
	Not in Labor Force	30.0 /
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	92.9%
	Civilian Unemployed	7.1%
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	93.5%
	Civilian Unemployed	6.5%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	46,821
	Own Children < 6 Only	6.8%
	Employed/in Armed Forces	4.1%
	Unemployed	0.3%
	Not in Labor Force	2.4%
	Own Children < 6 and 6-17 Only	6.0%
	Employed/in Armed Forces	3.6%
	Unemployed	0.3%
	Not in Labor Force	2.1%
	Own Children 6-17 Only	16.7%
	Employed/in Armed Forces	12.2%
	Unemployed	0.4%
	Not in Labor Force	4.1%
	No Own Children < 18	70.5%
	Employed/in Armed Forces	32.9%
	Unemployed	2.7%
	Not in Labor Force	35.0%



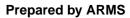




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		Counties: Lee, AL
2008 Er	mployed Population 16+ by Industry	
Total		59,546
<u>'</u> Agri	iculture/Mining	0.9%
Con	struction	6.1%
Man	nufacturing	12.6%
Who	plesale Trade	2.5%
Reta	ail Trade	11.7%
Tran	nsportation/Utilities	3.1%
	rmation	1.7%
Fina	ance/Insurance/Real Estate	6.4%
	vices	50.8%
Pub	lic Administration	4.1%
2008 Er	mployed Population 16+ by Occupation	
Total		59,546
Whi	te Collar	59.7%
	anagement/Business/Financial	11.5%
Pro	ofessional	24.4%
	lles	11.5%
	Iministrative Support	12.3%
	vices	17.5%
	e Collar	22.8%
	rming/Forestry/Fishing	0.4%
	onstruction/Extraction	4.9%
	stallation/Maintenance/Repair	4.7%
	oduction	7.8%
	ansportation/Material Moving	5.0%
2000 W	orkers 16+ by Means of Transportation to Work	
Total		52,119
	e Alone - Car, Truck, or Van	84.1%
	poled - Car, Truck, or Van	10.8%
	Transportation	0.5%
Walke		1.9%
	Means	0.9%
	ed at Home	1.8%
	orkers 16+ by Travel Time to Work	
Total		52,119
	ot Work at Home	98.2%
	s than 5 minutes	3.4%
	9 minutes	14.8%
	o 19 minutes	38.1%
	24 minutes	14.6%
	34 minutes	16.7%
	o 44 minutes	3.4%
	o 59 minutes	3.8%
	o 89 minutes	1.6%
	r more minutes	1.8%
	ed at Home	1.8%
_	e Travel Time to Work (in min)	20.6
	ouseholds by Vehicles Available	45 700
Total		45,702
None		6.8%
1		34.3%
2		37.7%
3		15.1%
4 5 ·		4.5%
5+ ^vereas	Number of Vahiolog Available	1.6%
Average	e Number of Vehicles Available	1.8

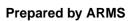






Counties: Lee, AL 2000 Households by Type Total 45,702 Family Households 59.7% Married-couple Family 44.1% With Related Children 22.1% Other Family (No Spouse) 15.6% With Related Children 10.2% Nonfamily Households 40.3% Householder Living Alone 27.8% Householder Not Living Alone 12.5% Households with Related Children 32.3% Households with Persons 65+ 14.9% 2000 Households by Size 45,702 Total 1 Person Household 27.8% 2 Person Household 33.6% 3 Person Household 17.9% 4 Person Household 13.4% 5 Person Household 5.2% 6 Person Household 1.4% 7+ Person Household 0.7% 2000 Households by Year Householder Moved In Total 45,702 Moved in 1999 to March 2000 30.7% Moved in 1995 to 1998 31.6% Moved in 1990 to 1994 13.2% Moved in 1980 to 1989 12.6% Moved in 1970 to 1979 6.8% Moved in 1969 or Earlier 5.1% Median Year Householder Moved In 1997 2000 Housing Units by Units in Structure Total 50,329 1, Detached 48.9% 1, Attached 2.3% 2 4.7% 3 or 4 3.3% 5 to 9 3.9% 10 to 19 4.8% 20+ 7.5% Mobile Home 24.3% Other 0.2% 2000 Housing Units by Year Structure Built Total 50.329 1999 to March 2000 4.3% 1995 to 1998 16.2% 1990 to 1994 14.1% 1980 to 1989 21.8% 1970 to 1979 19.7% 1969 or Earlier 23.9% Median Year Structure Built 1983

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





Top 3 Tapestry Segments

1.	Midland Crowd
2.	Dorms to Diplomas
3.	College Towns

• 2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal ▶ business revenue.

area. Expenditures are shown by broad budget categories that are not mutually exclusive. Con business revenue.	nsumer spending does not equal
Apparel & Services: Total \$	\$85,585,857
Average Spent	\$1,567.02
Spending Potential Index	58
Computers & Accessories: Total \$	\$9,662,213
Average Spent	\$176.91
Spending Potential Index	74
Education: Total \$	\$63,382,390
Average Spent	\$1,160.49
Spending Potential Index	84
Entertainment/Recreation: Total \$	\$134,302,794
Average Spent	\$2,458.99
Spending Potential Index	66
Food at Home: Total \$	\$178,342,583
Average Spent	\$3,265.33
Spending Potential Index	67
Food Away from Home: Total \$	\$130,533,895
Average Spent	\$2,389.99
Spending Potential Index	70
Health Care: Total \$	\$140,259,084
Average Spent	\$2,568.05
Spending Potential Index	63
HH Furnishings & Equipment: Total \$	\$77,545,575
Average Spent	\$1,419.81
Spending Potential Index	62
Investments: Total \$	\$30,941,973
Average Spent	\$566.53
Spending Potential Index	56
Retail Goods: Total \$	\$961,471,608
Average Spent	\$17,603.89
Spending Potential Index	65
Shelter: Total \$	\$546,148,183
Average Spent	\$9,999.60
Spending Potential Index	64
TV/Video/Sound Equipment: Total \$	\$54,226,360
Average Spent	\$992.85
Spending Potential Index	69
Travel: Total \$	\$63,329,167
Average Spent	\$1,159.51
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$36,379,902
Average Spent	\$666.09
Spending Potential Index	67

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.